CANADIAN MOVING PICTURE

Digest

RAY LEWIS
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Berlin's "Easter Parade" Breaks Box Office Records In Canadian Premiere At Loew's, Toronto

SOPHIE TUCKER once said to Irving Berlin, "what a wonderful feeling it must be to know, while you are still alive, that you are immortal."

At 60 years of age, after 40 years of song writing, producing shows, publishing music and other activities, Irving Berlin is at the zenith of a fabulous career with the release of "Easter Parade". When interviewed recently, he said he will never retire. He would like to stop working but he no more could stop thinking in terms of song than he could stop breathing. He added that he will be writing songs as long as he lives.

One Man Business

Berlin is virtually a one man business, his main office being wherever he is at the time, be it New York, Hollywood, Palm Springs or on a train crossing the continent. Starting a business on 37c, the amount he received for his first song, Irving Berlin's business runs in the millions today. He will receive way over a million dollars from M-G-M. for "Easter Parade" and "Annie Get Your Gun." He has a 30% interest in the stage show "Annie Get Your Gun" which has been netting him $2,500 a week. His publishing house "Irving Berlin, Inc." has made approximately $500,000 on the "Annie" score. One record company alone, Decca, paid him $63,000 in one quarter. His twelve and one-half percent interest in the picture "Blue Skies" brought him around a million and a quarter. It is expected that his interest in the re-released "Alexander's Ragtime Band" will bring in $300,000. He is a double member of ASCAP and, in addition as a publisher, receives from this source more than $45,000 every 3 months. With "Easter Parade" and its 7 new songs and its revival of 10 of his foremost old-time favourites, Berlin's income from royalties, music, records and the like, will mount even more.

The tune of "Easter Parade" was a flop originally as "Smile and Show Your Dimple" but with new lyrics, and a slight musical transition, a famous song was born.

Over the years Irving Berlin has written his own diary and the history of the world in song. Mr. Berlin told in song his own joys and sorrows — "All Alone", "When I Lost You", "What'll I Do", and "Always". The events of the last 30 years, the first and second world wars, the bond drives, the Red Cross, the manners and customs of the times, all are told in Berlin's songs.

His songs have contributed over $12,000,000 to patriotic causes, notably the stage and screen productions of "This Is The Army".

Decorated By France

He was recently decorated with the Cross of Knighthood of the French Legion of Honour by Alexandre de Manziarly, the French consul at Los Angeles. Consul de Manziarly, in making the decoration, which took place at M-G-M during the filming of "Easter Parade", declared that the French people were indebted to Berlin for many songs which had been translated into their language.

One would think that, after writing almost 850 songs, Irving Berlin would be pretty blasé about tunesmithing and life in general. But the enthusiasm he displayed on the M-G-M lot when "Easter Parade" was being made tells a different story.

The lovable little guy, with the soft voice and infectious smile, was a veritable dynamo of pep. He lived every bit of the scene being made, unconsciously working with the players.

On the recording stage, while Judy Garland and Fred Astaire were singing his latest tunes, he would sway to the rhythm or jerk in time to the syncopation. And then, when the number was over, and "in", he would show his delight and appreciation by tapping a few steps in glee.

Such enthusiasm as Berlin showed throughout "Easter Parade", spark-plugging everyone who had anything to

(*Continued on Page 9*)

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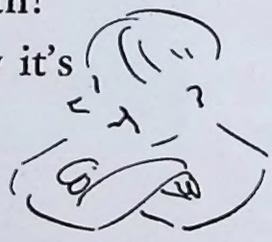
277 VICTORIA STREET · TORONTO

"Everybody went to see 'DATE WITH JUDY' but him. It's a family picture for folks from 6 to 60 and he didn't quite make it."

"This 'DATE WITH JUDY' line has been at Radio City Music Hall for 4 weeks and *each week was a new M-G-M record!* Still going strong!"

"It's got the joy of youth! That's why it's so popular from coast to coast."



M-G-M presents "A DATE WITH JUDY" starring WALLACE BEERY, JANE POWELL, ELIZABETH TAYLOR, CARMEN MIRANDA, XAVIER CUGAT and his Orchestra, ROBERT STACK • Color by TECHNICOLOR • Screen Play by Dorothy Cooper and Dorothy Kingsley • Based on the Characters Created by Aleen Leslie • Directed by RICHARD THORPE • Produced by JOE PASTERNAK

"DATE WITH JUDY" FAMILY PICTURE IS AMERICA'S NO. 1 HIT!

This is Ben "Nostradamus" Shlyen, who predicted the success of "A DATE WITH JUDY" in an editorial "The Family Touch" in Boxoffice Magazine.

M-G-M's joyous Technicolor hit proves that 140 million Americans want entertainment for Mom, Pop and all the Kids!

RAY PRESENTS

THANKS to all the exhibitor showmen who sent in their showmanship entries. I am very pleased to report, that the entries this year are particularly good and greatly in excess of the number which have been submitted for The Digest Showmanship Contest in previous years. They have come from theatres from Coast to Coast and, glancing through some of them, it is evident that Showmanship is very much alive in Canada.

Invitations to the palatial, streamlined Odeon, Toronto Theatre on Carlton Street, have arrived. It has been necessary for Odeon Theatres of Canada, to make provision for their guests on two nights. On Tuesday evening, Sept. 7th, there will be a preview showing for the Trade and the Press, with the presentation and premiere of "Oliver Twist". For Thursday evening Sept. 9th, the president of Odeon Theatres of Canada, Limited, The Hon. Earl Lawson, K.C., P.C., has sent out special invitations to the formal opening, which will be followed by a reception, at the conclusion of the performance at the Round Room, Eaton's College Street.

WANNIE TYERS is the manager of the Odeon, Toronto, which theatre is reputed to have cost approximately two and a half million dollars to build. It is a magnificent theatre building, containing offices, a restaurant, an art gallery, and numerous other facilities, of which I shall be better able to write after my visit there. Already, word-of-mouth publicity is calling this theatre building the Radio City Music Hall of Canada, and no doubt it will become one of the showplaces of Toronto.

This week, Mr. Lawson will go to Ottawa to attend a very formal function and dinner in honour of the Rt. Hon. Earl Winterton, Dean of the House of Commons, London, England, who will be one of the special guests at the Odeon, Toronto, along with five hundred other luminaries, who will be present.

Mr. Lawson related an interesting story to me concerning Lord Winterton, who is a member of the House of Lords, yet not in the House of Lords.

Being an Irish Peer, Lord Winterton could not automatically take his seat in the House of Lords, as other peers do. The rule is, that no Irish peer who dates his peerage prior to the 18th Century is eligible under the "automatic precedent". Only English and Scottish Lords have this privilege, although since 1904, Lord Winterton has represented an English constituency in the House of Commons.

I HAD quite a discussion with Mr. Lawson in connection with my editorial of Aug. 21st, "British Government vs. American Films". I did not convince Mr. Lawson that he was wrong but neither did he convince me that I was wrong. Mr. Lawson is going to send me some very pertinent facts relating to the new British Film Finance Bank Loan arrangement, which he explains is not a British Government subsidy, nor has the British Government anything to say about the pictures produced, or those which will be produced. There will also be some statistical information relative to box office returns in England on British films, in comparison with box office returns on American films, the number of British pictures which were played, irrespective of the quota legislation, and other facts relative to distribution of British pictures in the American market.

I shall withhold the publication of Mr. Lawson's letter until the other information is presented and then shall give this information publication, enabling Mr. Lawson to present his case to the best advantage. Being well-schooled in presenting a case to win a favorable judgment from a judge or a jury, you may conclude that the presentation by Mr. Lawson is going to be powerfully good. At the risk of ruining my reputation for modesty, I must say that I am not so bad myself, in presenting a case; so my dear friends, you may anticipate some interesting reading and you shall sit in judgment on the written word; for not a tittle, nor a jot shall be altered in the presentation, and may the best man, or woman, win.

I ATTENDED the show at the Grandstand of the Canadian National Exhibition, and during this show, Olsen and Johnson were on the stage with their show for at least an hour of the performance. To my mind, the show was worth five dollars admission, and, at this price, it would have been a bargain. There were approximately 23,000 in the audience; and when I tell you that on the Monday night on which I attended, the show opened at seven p.m. and continued till 11 p.m., closing with the fireworks, and that at least 22,900 of that audience did not move from their seats, but sat there eager for more show, you can judge how quickly the hours sped away, and how good the show was.

A number of women who belonged to various women's organizations in Toronto, and a member of the Toronto Board of Education, voiced in the press a number of objections to the show. They thought that with the exception of Leonidoff's presentation of the ballet to Gershwin's "Rhapsody in Blue", which was breath-taking, that the show was vulgar in spots. If it was vulgar, I missed the vulgarity. It was so difficult to catch everything, in a show which was like a Barnum circus, with so many things going on in rapid-fire presentation, all the time. There were a few horsy-bits, but they were not vulgar. I laughed until you could hear me for many aisles around, and twenty-three thousand people, young and old, laughed as heartily as I did.

TORONTO has earned a rather doubtful honour. Some of its good citizens, have labelled it, "Toronto, the Good". I have often been prompted to say to this city of my birth, which I naturally love, "Toronto, be good, grow up, be yourself. You are no longer a village. You are no longer a little city with growing pains and a mere ambition to be a big city. You are a city of almost 1,000,000 people. You have spread yourself out to the North, South, East and West. Your Lake Shore Road which stretches along to the American Border, is a road which might lead visitors to conclude, as they drive along it, that they were heading toward a city of ten millions!"

Torontonians have a sense of humour. Not only Torontonians, but Canadians from all of the provinces of this Dominion of ours. We, like the people of other nations, have not forgotten how to pray, but we have not forgotten how to laugh. We never had long faces and no one could call Canadians, a nation of sour pusses. Even when Alabama Florella, advance agent for Blackstone, the Magician who is playing at the Royal Alexandra, said to me, "I love your city and your people, but I had to chloroform myself on Sunday," was I offended? I greeted his

(Continued on Page 8)

Toronto and District

By BILL PRESS

THERE were numerous dark-horses among the prize-winners at the fifth annual Canadian Motion Picture golf championships on the Rouge Hills course. Fred Cross, projectionist at the Vogue Theatre, shot a 73 to win the Famous Players trophy for low gross, nosing out H. Wren, usher at the Bonita and J. Jacobs of B & F Theatres. Last year's champion was Dave Romberg of the Metro Theatre.

Frank Booth of Odeon took the IATSE cup in the "B" flight after a draw with Harry Lester and T. White. A. E. Robinette of Odeon bested Sam Fine in "C" flight to take the 20th Century Theatres silverware.

Six were tied for low net and the Canadian Film Weekly trophy and Al Bollington, recently arrived from England, won the final toss from Art Cauley of Peterborough.

For the third time the Famous Players foursome captured the N. L. Nathanson team trophy, the runner-up being the Premier Theatres team. The winners were Jack Arthur, Larry Berg, George Georgas of Owen Sound and Harold Wilson. The Premier four were Martin Bloom, Ray Allen, Gurston Allen and Dave Axler. More than 200 attended the banquet.

* * *

Mrs. Robert Doyle, whose maiden name was Turner, has retired as manager of the Allens' Hollywood Theatre, Toronto. A relief manager has been put in pending a definite appointment.

* * *

Exhibitors of Ontario are wondering why the Provincial government waived the 20 per cent amusement tax on juvenile tickets for midway attractions at fall fairs on Children's Day when there had been a refusal of a request for tax exemption of juvenile admissions to Saturday morning shows in the theatres, including the movie clubs.

The tax concession was granted the Canadian National Exhibition and the fairs at Kingston, Belleville, Lindsay, Renfrew, London and elsewhere.

* * *

Bill Stewart of Toronto, well-known as a former theatre manager, is doing right well with his booking agency for vaudeville attractions at fall fairs and for old-home weeks throughout Ontario.

* * *

The National Film Board has a honey of a picture coming up in its Canada Carries On series in "It's Fun to Sing" which features the Leslie Bell Singers of Toronto. There is plenty of good music, action, comedy and human interest.

* * *

The movie column of Jack Karr was missing from the Toronto Star while he was covering the annual meeting of the Canadian Bar Association in Montreal.

Announcement that Famous Players Canadian Corp. is preparing to hold its 1948 convention at Niagara Falls in October recalls one of the most brilliant functions in the Canadian film industry — the 25th annual celebration of the company in August, 1939. Held just a few days before the outbreak of war, the anniversary celebration in conjunction with the convention was staged in the General Brock Hotel at the Falls and its ultra-brilliance was something to recall during the leaner war years.

The 1939 meeting, with celebrities in profusion, took place only a comparatively brief period before the split came. Three chief executives who had a prominent role at the Niagara Falls rally and subsequently went to Odeon are all dead. They were N. L. Nathanson, Clarence Robson and Tom Bragg. They represented an old trade regime.

* * *

Working conditions for projectionists at the drive-in theatres in Ontario are reported to have been stabilized as a result of negotiations between the IATSE and the owners of the automobile arenas.

One qualified operator can work the booth of a drive-in if the capacity is not in excess of 500 automobiles, it is stated, but two projectionists must be employed if the theatre has facilities for more than 500 cars. With regular theatres, of course, the basis is seating capacity.

It is reported that the proprietor of one Ontario drive in has reduced the car capacity to 500 so that one projectionist is employed.

* * *

The trade flash of the year was the formal opening of the Odeon-Toronto Theatre on Carlton Street, the series of ceremonies concluding with a midnight reception for many invited guests in Eaton's Round Room. One of the representatives of J. Arthur Rank in the brilliant gathering was Lord Winterton, a member of the House of Commons and Rank's board of directors in England.

Messages of congratulations and flowers poured into the theatre to President J. Earl Lawson and the directors of Canadian Odeon and to Manager W. C. "Wannie" Tyers. It was a great night.

* * *

Through the quick wit of Manager Harry Rosenberg of the Centre Theatre, St. Catharines, a panic was probably averted when smoke was detected during a matinee which was attended by 500 juveniles. Rosenberg announced it was a fire drill and the kids quickly filed out.

Firemen could find no flames and the children — plus many gate-crashers — re-entered the Centre for the balance of the show.

The Canadian Moving Picture Digest

Entered as Second Class Matter

RAY LEWIS - - - Editor and Publisher

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WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.
ROY LESTER.....Montreal, Que.

Dim lighting is allowed theatre marquees, entrances and exits in the dimout regulations of the Ontario Hydro-Electric Commission which will go into effect Tuesday, Sept. 14. The announcement said that the restrictions will be applied "until further notice" which is expected to be when daylight saving time is adopted next spring, or the rivers supplying hydro plants fill up in the spring thaw.

* * *

Manager Al Perly of the Biltmore Theatre carried out his promise of a 14th week for "The Mating of Millie" to establish a record run for a strictly film theatre in Canada that will be difficult to beat.

Listed for next showing as a double bill for the Biltmore were "King of the Gamblers" and "Fabulous Texan", two Republic Pictures.

* * *

"The Case of Mrs. Conrad", a March of Time subject, played the Tivoli and Eglinton Theatres, Toronto, with the official endorsement of the Ontario Hospital Association. Approval was given the film by Dr. Fred W. Routley, secretary of the association, and by J. W. H. Bower in behalf of the Blue Cross Plan.

* * *

Manager Tom Daley of the Imperial Theatre made a direct bid for patronage of many visitors to Toronto by directing their attention to the morning shows of "Forever Amber" which they could attend before going out to the Canadian National Exhibition.

* * *

Mrs. James R. Nairn, wife of the Famous Players head office executive and national secretary of the Canadian Women's Press Club, was a speaker at the women's luncheon on Press and Radio Day at the Canadian National Exhibition.

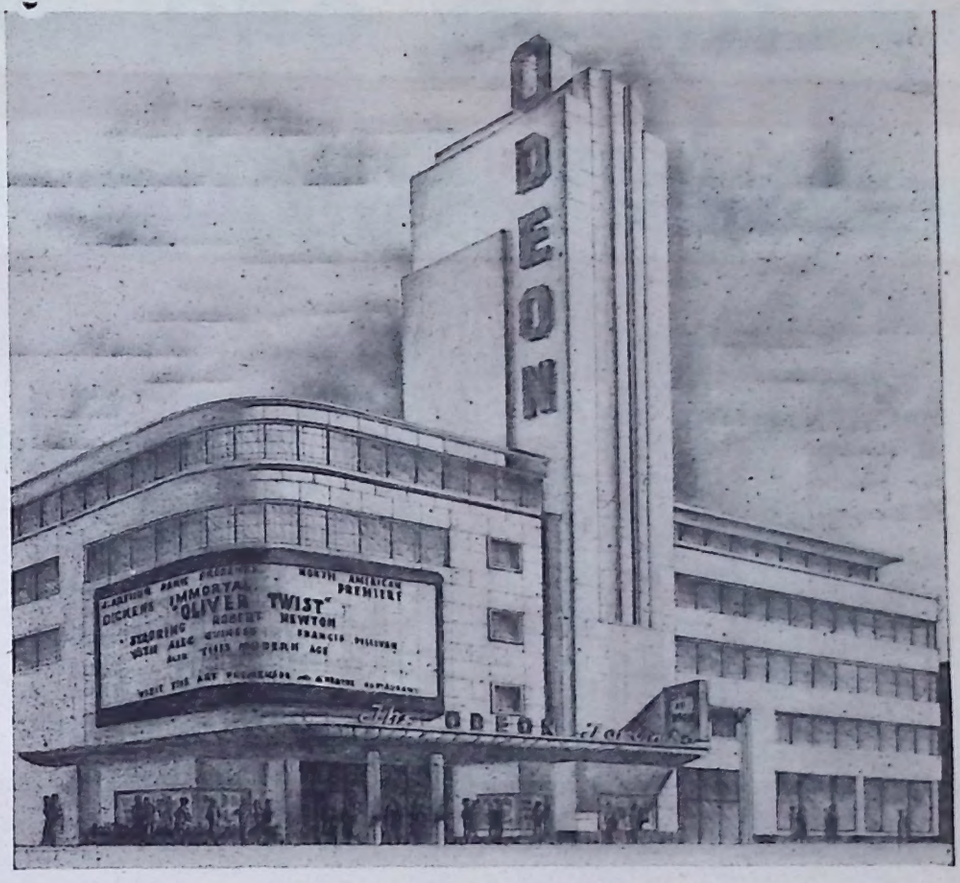
* * *

Ran into something interesting at the Ex this week. Passing the Ansco exhibit, I was admiring the work of "some of Canada's leading photographers," and was pleasantly surprised to find among them two portraits by Len Bishop, Tivoli manager, who does a little portraiture on the side. Nice going, Len!

New Odeon Toronto A Monument To The Artistry And Skill Of Late Jay English

From the heated floor of its outer lobby to the three magnificent post-war Gaumont-Kalee "21" projectors in the booth, the new Odeon-Toronto is the ultimate in modern theatre achievement. Wannie Tyers, the show's manager, will be at the reins of the show place of the Empire's film industry.

I went through the hastily-being-prepared-for-the-big-opening building on Saturday with Archie Laurie, Odeon publicity head, and it took us almost two hours to make a sketchy tour of the building, stopping from time to time to marvel at the huge installations and the maze of pipes, wires, valves and switches, that make up the air-conditioning and heating systems of this modern pleasure palace. As Archie put it, "it looks like Rube Goldberg and H. G. Wells put their heads together."



Largest in the Country

Coming toward the theatre along Carlton Street, the name Odeon, in 10' letters can be seen for half a mile, and just above the marquee the message can be clearly read on the country's largest Read-O-Graph (45'x18') for 3 or 4 blocks. From close up, the outward appearance of the building is modern in the extreme, yet built on such symmetrical and gently rounded lines as to be pleasing even to the old-fashioned eye.

Inside, no detail has been overlooked for the comfort of the patrons. In a space large enough to accommodate 3,000 seats, something under 2,400 seats have been installed. Even my long legs, cramped in almost every other theatre didn't come near the row of seats ahead. And those seats, oh those seats . . . thick Dunlopillo seats, back and arm-rests. The color scheme is gold, with green arm rests and trim. The carpet, stretching from wall to wall is thick, predominantly green, in an unusual though simple design. And the whole house takes its color scheme from the seats and carpet.

Organist Flies From England

The stage is a large one, big enough for elaborate stage productions and equipped to handle anything. The curtain, a huge contour type, the largest in the country, is operated from above the stage by automatic controls, which permit a variety of different shaped openings for stage, and organ console. The organ is a three bank theatre console from the United States, and will be played, for the grand opening, by Al Bollington, organist of London's Paramount, who has flown over for the occasion.

Among the many innovations is a courtesy desk in the main lobby where patrons, doctors or anxious mothers, can make known their presence on entering the theatre and be called by an usher, should an emergency arise. The entire back row of the orchestra is equipped with ear phones for deaf patrons. There are two check rooms. One on the main floor and one on the balcony promenade. There is an art promenade for continual exhibits, the opening one to be of the work of John Steele, well-known Toronto photographer.

Restaurant in Mezzanine

On the mezzanine floor overlooking the main lobby, and approached from the grand staircase, is an up-to-date restaurant seating 110 people and open from noon till midnight. The main kitchen for the restaurant is in the basement with a serving kitchen just off the mezzanine. Entry to the restaurant is possible without buying a ticket, as the doorman stands beyond it on the grand staircase.

Beside the grand staircase is a huge mural, the work of ex-airman Bernard McLaughlin, of Fort William, Ont., an unknown 23-year old artist who won the nation-wide contest for a mural design sponsored by Odeon Theatres. His design takes the modern motion picture as it theme, covering film making from shooting scripts to projected pictures. The finished painting is the work of four ex-servicemen, representing all branches of the service and widely scattered sections of the Dominion.

British Stars for Opening

Patricia Roc and Trevor Howard are flying over to be guests at the opening ceremonies, he from England, and she from Paris where she is starring in the French film, "Retour".

The company is going all out on a publicity campaign accompanying the grand opening, using full page spreads and, as Archie Laurie, who is handling the opening publicity says, "something completely different in theatre advertising." But more of that next week.

PATRICIA ROC

The picture that "Racked up t
by far in one week since
grosses!"* Is ready for Septem

REGULAR
FOREVER

Color by TECHNICOLOR

* *Reprinted from Variety, October, 1947!*

"FOREVER AMBER" • Color by TECHNICOLOR • Starring LINDA DARNELL • CORNEL WILDE • RICHARD GREENE and GEORGE SANDERS with GLENN LANGAN, RICHARD HAYDN, JESSICA TANDY, ANNE REVERE, John Russell, Jane Ball, Robert Coote, Leo G. Carroll, Natalie Draper, Margaret Wycherly, Alma Kruger, Edmond Breon, Alan Napier • Directed by OTTO PREMINGER • Produced by WILLIAM PERLBERG • From the Novel by KATHLEEN WINSOR • Screen Play by Philip Dunne and Ring Lardner, Jr. • Adaptation by Jerome Cady

SEPTEMBER IS YOUTH MONTH—SALUTING YOUNG AMERICA!

he greatest amount of money

Variety began tabulating

ber first-run dates first-time at

PRICES AMBER

September is LUCKY month from 20th CENTURY-FOX

THE LUCK OF THE IRISH • THAT LADY IN ERMINE • THE WALLS OF JERICHO

TECHNICOLOR

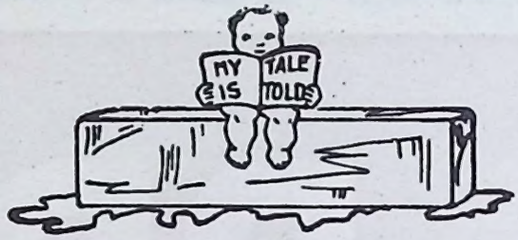
RAY PRESENTS

(*Continued from Page 3*)

Sunday story with laughter, and no doubt so did dozens of others, who heard the same story from Alabama Florella. Often do I regret those thousands of American Eagles which fly away from us on Sundays.

IF there was anything risque in the Olsen & Johnson show, I am certain that the children did not get it, and neither did half of the adults, because we were laughing so much, that we could not catch half of what was being said. Let us admit we heard it all, there were no scenes "where Sex reared its ugly head". Somone nearly lost his pants a few times, but since the price of living has steadily gone up, most people have been caught with their pants down.

Despite the good intentions and the high aspirations of many people, we all know, "that the Governor's lady and Rosie O'Grady are sisters under the skin"; and if a big show, in the great outdoors, in a setting domed by blue skies, and a slowly darkened canopy, candled by stars, permits us for a few hours to laugh at clowning, at repartée which the Elizabethan era would have scoffed at as too mild to be funny, this is not only good for the body, but is good for the mind and our souls. Beware of Cassius' lean and hungry look, he plunged his dagger into a Caesar!



"The Intruders" First M-G-M Schary Production

"The Intruders", timely and powerful story of an innocent negro saved from certain lynching by the efforts of a boy and an elderly spinster — both white — is the first Metro-Goldwyn-Mayer picture scheduled for production following conference between Louis B. Mayer and Dore Schary.

Clarence Brown will produce and direct the picture, adapted from the novel by William Faulkner to be published in the near future by Random House. Claude Jarman, Jr., discovered by Brown, and who won an Academy Award for his performance in "The Yearling", will portray the Mississippi boy whose belief that the negro is not guilty of a murder leads to justice.

VITAL STATISTICS

Bob Harvey, manager of F-P's Broadway in Timmins, reports that, in spite of shortages, he has managed to secure (with the help of Mrs. Harvey of course) a son, a brother for his nine-year old girl. By a fortunate coincidence, the little one's name happens to be Robert Douglas Harvey the second.

INSTALLATION RECORD

Dominion Sound Equipment claims a world's record for installation of sound equipment in theatres, with four, count 'em, four theatres in one week recently.

The four theatres were the two Peter Drive-Ins in Oshawa and Peterborough, the Roxy in Owen Sound and the Strand in Aylmer. Any other contestants?

J. ARTHUR RANK
Presents
The Glory of Sport
THE
OLYMPIC GAMES
Color by Technicolor
Exclusive
Complete Feature-Length Film - Special Version
with
BARBARA ANN SCOTT
and
CANADA'S ATHLETES
Air Expressed Directly After the Games to Your Theatre
An EAGLE-LION Release

IT'S A PROBLEM !

"Sure I let my competitor play 'The Olympic Games' I wanted to do nothing for a week!"

Maritime News

By A. L. FAIRWEATHER

THE opening of the new Famous Players theatre at Saint John, the Paramount, is the chief subject of conversation among the film set in that city. The seats are already installed and September 15th has been named, provisionally as the opening date. F. Harrison Howe, who has been for a number of years the very popular manager at the Capitol Theatre, Saint John, will be manager and his many friends wish him every success. Mr. Howe is an active member of the Kinsmen Club and at the front of many community efforts. His assistant will be William Magee who has been at the Capitol for several months. Charles Dentlebeck, of Toronto, F-P's chief projectionist was in the city as was also R. S. Roddick, Halifax, Eastern Supervisor for Famous Players.

Jim Mitchell who has been for several years manager, with Jack Butler, of the Imperial Theatre, Moncton, N.B., has been transferred to the Capitol at Saint John. Bill Gates is now manager of the Imperial at Moncton. Bill, who is an enthusiastic member of the Lions' Club made many friends while in Saint John and best wishes go to him in his new home.

* * *

Paramount's picture "The Emperor Waltz" is slated at the Capitol Theatre, Saint John, for an entire week. The midnight show for Labor Day was "Woman in White", with a big programme of shorts. * * *

Ernest Hatfield, manager of the Capitol Theatre, Yarmouth, N.S., issued a "frank statement" in the local newspaper calling attention to the representation of M-G-M's "The Great Waltz" and pointing out that it is among the many big features for which patrons have asked a repeat.

* * *

Helen Tapley of the accounting department of R-K-O at Saint John, spent her vacation at Toronto. * * *

Michael Franklin of the Mayfair Theatre (F & H Co.) was chairman for a meeting of the Kiwanis Club at which he screened a film depicting the activities of a real Kiwanis member.

* * *

Seymour Miller, booker for United Artists at Saint John, spent his holidays in Toronto.

* * *

Maurice Ellman, manager for Alliance Films at Saint John, left for Ottawa to represent the Maritime Chess Club at a meeting of the Canadian Chess Association.

* * *

Mr. and Mrs. A. L. Garson will leave shortly to be present at the opening of the new Odeon-Toronto Theatre in Toronto.

James A. Whitebone, projectionist at the Capitol Theatre, Saint John, is president of the New Brunswick Federation of Labor and gave his presidential address at Kent Lodge near Bathurst, N.B., at the 36th meeting there. Mr. Whitebone, who is also a city councilor of Saint John, deplored the means test for old age pensioners, asked delegates to insist on federal approval of the P.E.I. legislation outlawing union affiliations outside of that Province, appealed for a large scale effort for building low rental houses, requested the members to recommend increased tax exemptions in the low income class and attacked the high cost of living.

* * *

All buildings on the site obtained by Famous Players at Moncton, N.B., for a new theatre, have now been cleared away and it only remains for building plans to be finalized and work on the building will start. Business at Moncton has been reported as "steady" with the feature "Homecoming" held over at the Capitol Theatre recently.

* * *

J. Lieberman of B & L Theatres has left for Toronto where he will be present at the unveiling of a plaque in memory of members of his family. * * *

Bernard D. Parsons of St. John's, Newfoundland, passed through Saint John en route to Toronto on business connected with the new Cornwall Theatre at St. John's which is expected to open within a few months. With the re-built Capitol of the Newfoundland Amusement Company, this will give Saint John's seven theatres, five of which are now operating.

Lois Butler Addresses 5,000 In Youth Parade

A Youth Parade with 5,000 New York children in the line of march was staged Tuesday morning, September 7, under the joint auspices of the National Youth Month Committee and the New York City Youth Board.

Forming at 8:30 at Cooper Union Park, the children, carrying flags and banners marched to the Skouras Academy of Music, 126 West 14th Street, to see the premier of "A Friendly Story", a short subject with a youth theme.

They were greeted from the stage by several sports and theatre celebrities including Lou Little, coach of the Columbia football team; Mel Allen, noted sports commentator; Lois Butler, 17-year-old film star of "Mickey", Bud Collier, the "Superman" of the radio show and Bob Smith, NBC radio personality.

"EASTER PARADE"

(*Continued from Page* 1)

do with the production was rare and tremendous. But then Irving Berlin is a rare and tremendous gentleman.

No, there is no sign of Irving Berlin slowing down. For which we give praise. On the eve of release of "Easter Parade" which he says "is the most entertaining film I ever had anything to do with," the stage musical "Annie Get Your Gun" with its terrific Berlin score is still packing them in on Broadway, points west and in London, Australia, Stockholm and Paris. And coming up, is another musical, "Stars on My Shoulders".

When that gets on the boards, he says, he will take a rest. Retire, perhaps? Dismiss the thought. "No time for retiring," he says.

All of which is another way of saying he'll be writing songs until they hand him a harp. Then he'll be 850 songs up on all other angels.

"EASTER PARADE" A NATURAL FOR RECORD AND MUSIC TIE-UPS

Recordings of numbers used in "Easter Parade", are listed below:

RCA VICTOR	
A Fella with an Umbrella	The Three Suns
Steppin' Out with my Baby	The Three Suns
Better Luck Next Time	The Three Suns
Better Luck Next Time	Perry Como
It Only Happens When I Dance with You	Perry Como
DECCA	
A Fella with an Umbrella	Bing Crosby
A Fella with an Umbrella	Guy Lombardo
Steppin' Out with my Baby	Guy Lombardo
Better Luck Next Time	Guy Lombardo
It Only Happens when I Dance with You	Guy Lombardo
Easter Parade	Guy Lombardo
Easter Parade	Bing Crosby
Easter Parade	Ethel Smith
The Girl on the Magazine Cover	Dick Haymes and Carmen Cavallaro
I Want to Go Back to Michigan	Andrews Sisters
When that Midnight Choo Choo Leaves for Alabam'	Andrews Sisters
COLUMBIA	
A Fella with an Umbrella	Frank Sinatra
Steppin' Out with my Baby	Dinah Shore
Better Luck Next Time	Dinah Shore
It Only Happens when I Dance with You	Frank Sinatra
Easter Parade	Andre Kostalanitz
Easter Parade	Harry James
Easter Parade	Eddie Duchin

« Prairie News »

By BRUCE PEACOCK

MOVIE actor Cameron Mitchell, visiting in Saskatoon, found that speeding offences are not looked upon as trivial. Charged with speeding, he admitted the charge when he appeared at police court to settle the case out of court. He told police to send the bill to the American Auto Association which would look after such minor details for him. "We don't bother with such trivial things down there," he said.

Police informed him, however that they did bother with such matters in Saskatoon and were not conducting any collection agency. The actor had to shell out $10 and costs totalling $3.30.

* * *

Jean Sybil, daughter of Mr. and Mrs. Isador Reinhorn, Regina, became the bride of Irving Temins of Toronto, in Regina, Aug. 18. Mr. Reinhorn is manager of the Roxy theatre, Regina.

* * *

Midwestern Canada premiere of J. Arthur Rank's "Olympic Games" is expected to be in Kelvington, Sask., population 700. The owner of the Galaxy theatre, Kelvington, cabled Eagle-Lion Films his request for the premiere when plans for the production were announced. Kelvington is the home of Doreen Dredge, 16-year-old Olympic competitor.

National Film Board cameramen have been making a short subject at the disabled civilians' workshop in Moose Jaw. The workshop is operated jointly by the provincial government and the Handicapped Civilians Association.

* * *

Jack Watson, of the Rex, Regina, staged a morning preview recently of "The Barber of Seville."

* * *

The town of Moosomin, Sask., was mighty proud of itself when it got a Saskatchewan premiere. Picture "Big City" was booked into the Lyric for a three-day premiere showing.

* * *

When "Bambi" was screened at the Lyric, Moosomin, children's tickets were drawn and live puppies were given away.

The Grand theatre in Regina has been sold to Famous Players for an amount believed to be in the neighborhood of $90,000. The theatre was purchased from Miss Christine Graham, of Regina, and her sister, Mrs. E. Wiseman, of Red Deer, Alta., executive of the Graham estate. The theatre has been operated by the Graham family for the past 24 years.

Miss Christine Graham has been manager in recent years and her sister Mary now Mrs. Wiseman, assisted in its operation before her marriage.

J. D. "Jack" Watson, owner manager of the Rex theatre, Regina, will operate the Grand. Mr. Watson operates the Rex in association with Famous Players.

Windsor's Tivoli Renovates "50% Better Than New"

Simon Meretsky, F-P's Windsor manager, writes to tell us about the "terrific" changes that were made, both outside and in, to his Tivoli. The only thing that remains the same is the name.

Features of the renovation are — a cooling system installed by Weathermakers of Toronto, which really proved its worth during last week's heat wave — painted from the boiler room to the roof — new carpets throughout, and new plumbing and tiled walls in the ladies' and men's rooms — remodelling of the mezzanine in the modern, circular style — all square corners are rounded and new countersunk fountains and radiators installed — new lighting effects and Italian marble all over the place.

There is a beautiful new candy bar which also sells soft drinks and ice cream, a check room for patrons and two nice rooms for the male and female staff, *and* a First Aid room for patrons who get sick in the theatre. New furniture in the modern style and new indirect lighting complete the inside picture.

On the outside, besides the new marquee and aluminum display frames, the whole theatre is being sand-blasted. Altogether "50% better than the day it was built." Good luck, Simon.

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

BILTMORE
14th week. "The Mating of Millie" (Col.), with Glenn Ford and Evelyn Keyes.

EGLINTON-TIVOLI
"Escape" (Fox), with Rex Harrison and Peggy Cummins.

FAIRLAWN-DANFORTH
"The Dude Goes West" (Allied Artists), with Eddie Albert and Gale Storm. Also "Smart Women" (Allied Artists), with Brian Aherne and Constance Bennett.

IMPERIAL
"Forever Amber" (Fox), Technicolor, with Linda Darnell and Cornel Wilde.

LOEW'S
"A Date With Judy" (M-G-M), Technicolor, with Wallace Beery, Jane Powell and Elizabeth Taylor.

NORTOWN-VICTORIA
"Two Guys From Texas" (W-B), Technicolor, with Dennis Morgan and Jack Carson.

SHEA'S
"The Emperor Waltz" (Para.), Technicolor, with Bing Crosby and Joan Fontaine.

UPTOWN
2nd week. "Tap Roots" (U-I), Technicolor, with Van Heflin and Susan Hayward.

MONTREAL

CAPITOL
"Casbah" (U-I), with Yvonne DeCarlo, Tony Martin and Peter Lorre.

IMPERIAL
"To the Ends of the Earth" (Col.), with Dick Powell and Signe Hasso. Also "Best Man Wins" (Col.), with Edgar Buchanan and Anna Lee.

LOEW'S
"On An Island With You" (M-G-M), Technicolor, with Esther Williams, Peter Lawford and Jimmy Durante.

PALACE
"Another Part of the Forest" (U-I), with Fredric March and Ann Blyth.

PRINCESS
"The Lady From Shanghai" (Col.), with Rita Hayworth and Orson Welles.

SAINT JOHN

CAPITOL
"If Winter Comes" (M-G-M), with Walter Pidgeon, Deborah Kerr and Angela Lansbury.

MAYFAIR
"You Were Meant For Me" (Fox), with Jeanne Crain and Dan Dailey.

STRAND
"Valley of the Giants" (W-B), with Wayne Morris and Claire Trevor. Also "The Case of the Baby Sitter" (Int'l), with Tom Neal

WINNIPEG

CAPITOL
"Hazard" (Para.), with Paulette Goddard and MacDonald Carey.

GAIETY
"Duel in the Sun" (Selznick), Technicolor, with Jennifer Jones, Joseph Cotten and Gregory Peck.

GARRICK
"Silver Lady" (U-I), Technicolor, with Yvonne DeCarlo and Dan Duryea.

METROPOLITAN
"Silver River" (W-B), Errol Flynn and Ann Sheridan. Also "The Big Punch" (W-B), with Wayne Morris and Lois Maxwell.

ODEON
"The Voice of the Turtle" (W-B), with Ronald Reagan and Eleanor Parker.

CALGARY

CAPITOL
"Homecoming" (M-G-M), with Clark Gable and Lana Turner.

GRAND
"The Upturned Glass" (E-L), James Mason and Pamela Kellino.

PALACE
"The Noose Hangs High" (E-L), with Bud Abbott and Lou Costello. Also "Temptation Harbour" (Int'l), with Robert Newton.

VANCOUVER

CAPITOL
"Beyond Glory" (Para.), with Alan Ladd and Donna Reed.

INTERNATIONAL CINEMA
"To the Ends of the Earth" (Col.), with Dick Powell and Signe Hasso. Also "I Love Trouble" (Col.), with Franchot Tone and Janet Blair.

ORPHEUM
"Silver River" (W-B), with Errol Flynn and Ann Sheridan. Also "The Big Punch" (W-B), with Wayne Morris and Lois Maxwell.

PARADISE
"The Sign of the Ram" (Col.), with Susan Peters and Alexander Knox. Also "The Loves of Joanna Godden" (E-L), with Googie Withers and Jean Kent.

PLAZA
"Gallant Legion" (Rep.), with William Elliot and Joseph Schildkraut. Also "French Leave" (Mono.), with Jackie Cooper and Jackie Coogan.

STRAND
"Deep Waters" (Fox), with Dana Andrews and Jean Peters.

VOGUE
3rd week. "The Best Years of Our Lives" (R-K-O), with Myrna Loy and Fredric March.

Vancouver News

By JACK DROY

IVAN ACKERY, Orpheum manager, spent four days in Hollywood with Margaret Brain, 17-year old Prince Rupert lass, who was crowned Miss P.N.E. here last week. One of the treats she had was a dinner engagement with Alan Ladd. Papers gave it top publicity.

* * *

Bob Foster and Hank Leslie, Orpheum projectionists and Harry Pearson, Orpheum stage manager, are back in town after attending the I.A.T.S.E. convention held at Cleveland, Ohio, where they represented their respective unions. The boys reported a successful convention.

* * *

Harry Allen Jr., son of Harry Allen, president of Cardinal Pictures, who has been in charge of their B.C. branch, has left for Montreal where he will be with the National Film Board. No successor has been appointed to follow Allan in the Vancouver office to date.

* * *

Visitors to film row were Harold Warren, who operates three theatres in the Alberni district of Vancouver Island, and Ted Bobier of the Lode Theatre at Wells, B.C. Both exhibitors reported that business was off around 25 percent in the lumber-mining spots.

* * *

Construction of a second theatre in Kimberley, B.C., a mining town in the Crows Nest Pass district is planned by Cranbrook Theatres Ltd., who also operate the Orpheum at Cranbrook and the Orpheum, Kimberley. Reconstruction of the Star Theatre in Cranbrook owned by the same company, closed for the past 15 years, has been delayed by material shortages but will get under way this fall. The president of the company is veteran showman A. C. Blain of Cranbrook. Population of Kimberley is 2,100, of Cranbrook, 3,500.

* * *

The theatre being erected at Port Moody by A. B. Stirling, had tough luck when hard to get lumber was stolen over the week-end. Lumber was carted away in a truck. Police have been unable to locate the stolen goods to date.

* * *

Bing Crosby will be in Vancouver and will broadcast his regular coast-to-coast radio program from here September 22. Proceeds of the show will be turned over to a $100,000 building fund for Sunset Memorial Community Centre. Bing will take in some fishing at Campbell River on Vancouver Island before returning to Hollywood.

* * *

The young son of Norman Duncan, manager of the Cinema was in hospital for an eye operation. Coming along satisfactorily at last reports.

Comedy and outdoor action films are ringing the bell at box-offices in this section. Heavy drama, with a few exceptions, has slipped into a secondary position from the box office standpoint, indicating that the other groups contain the entertainment elements most popular with the theatre-going public.

* * *

British Columbia film censorship board has estimated its revenue for 1948-49 at $28,000 with estimated expenditure in the same period put at $15,200. Estimated revenue in 1947-48 was $27,000, expenditures $13,645. Indications are that amusement tax revenue in the province will be about four times as great as in the current year, as a 25 percent rate has been imposed to replace the former five percent levy.

* * *

A lady theatre manager, Marge Playle, of Drumheller, Alberta, is making a success in the managing of the Napier Theatre. She has handled the Napier in the coal mining town since the passing of Jim Dezeuw, veteran theatre man. Theatre is owned by the Coyle Estates Ltd.

* * *

The International Cinema, recently acquired by Famous Players, has installed the largest electric sign in town, covering the entire theatre front with striking colors.

* * *

It's reported but not confirmed that a Canadian syndicate headed by mining and industry money are prepared to build a studio in Vancouver this year. They are willing to put up $800,000, as inducement to Hollywood producers.

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Vancouver's Alan Young will be teamed with Jimmy Durante on an American radio network this winter. Durante, who is here to take part in this year's P.N.E., announced that the Vancouver star will be in the cast of his half-hour program.

* * *

A check here shows there has been a distinct increase in revivals of pix released many years ago. The majority have been box office hits, showmen report. The oldies have packed many theatres including downtowners, doing better business than many of the current new releases of this season's crop.

Space in Vancouver is at a premium and distributing concerns which have opened branches here have had to establish make-shift quarters, some quite a distance from the Vancouver Film Building. Among these are Selznick Releasing Organization, Coast Films, Foto-Nite, Alliance Films, and General Theatre Supply Co.

* * *

Howard Boothe, Odeon district manager, has left for Toronto for home office conference. He will be away for three weeks. Frank Gow, F-P head, is back from a trip to Prince Rupert.

* * *

Famous Players is planning a 630-seat theatre at Prince Rupert in northern B.C. Theatre will be named the Paramount, and is expected to be open by the first of the year. F-P now operate the 750-seat Capitol, the town's only theatre. This house is the third new addition to the F-P chain in B.C. Chilliwack and Kelowna theatres are expected to be operating this winter. The Prince Rupert theatre will cost $125,000. Population of the town is 6,800. All above spots are F-P closed towns.

* * *

Staff turnover is still in high gear in both film exchanges and theatres, more especially with the female help. Some theatres have new staffs nearly every week.

* * *

Two recent pictures ran into censor troubles in B.C. "Summer Holiday" was recalled after playing a week at the downtown Strand and nine minutes showing the drinking contest and the scene with Mickey Rooney in the tavern cut out entirely. Reason given was local clergy no like. "Abbott and Costello Meet Frankenstein" was rejected by the B.C. censors and also by the appeal board. Horror pictures are not liked by the censors.

* * *

Betty Rousselet of the Odeon Circuit's district office was married to Eric Ajello, radio script writer of Boise, Idaho. Both formerly worked at Radio Station CKMO here.

ANOTHER SMASH DOUBLE-BILL

FROM THE COMPANY THAT GAVE YOU

"CAPTAIN CAUTION" - "CHUMP AT OXFORD" - "CAPTAIN FURY" - "SAPS AT SEA"
"ONE MILLION B.C." - "HOUSEKEEPER'S DAUGHTER" - "TOPPER TAKES A TRIP"
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Produced and Directed by LEWIS MILESTONE
Associate Producer FRANK ROSS
Screen Play by Eugene Solow

DRAMA THAT PACKS A WALLOP.... by the Pulitzer Prize Winner, JOHN STEINBECK
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That Inimitable, Irresistible Clown Prince of Comedy
WILLIAM BENDIX
in his funniest role

HERE'S COMEDY THAT'S GOT EVERYTHING!
Hal Roach presents
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MARJORIE WOODWORTH • GRACE BRADLEY
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